



Supply Chest

June 21, 2002

Ready - Resourceful - Responsive!

Vol. 54 No. 11

Navy's Senior Supply Corps LDO Says Goodbye



Cutting the cake at a retirement luncheon held in honor of Captain Cris Toledo, are (l-r) Rear Admiral Paul Soderberg, Supply Officer, U.S Atlantic Fleet, Mrs. Hazel Toledo, Capt. Cris Toledo and FISC Norfolk Commanding Officer Capt. Bill Kowba.

Captain Crispin Toledo, the Navy's senior LDO Supply Corps officer ends a distinguished career in Norfolk, Va. He officially retires on September 1, 2002.

He began his journey 38 years ago when he enlisted in the U.S. Navy as a steward from the Philippines. He subsequently became a disbursing clerk and attained the rank of petty officer first class.

His enlisted duty stations included *USS Tulare (LKA 112)*; Naval Station, Annapolis, Md.; Naval Air Station, Imperial Beach, Calif.; Navy Regional Finance Center, San Diego, Calif.; AUTEC, Andros Island, Bahamas; and *USS Canopus (AS 34)* and *USS Holland (AS 32)* at Submarine Refit Site ONE in Holy Loch, Scotland.

Captain Toledo was commissioned an ensign in April 1977 through the Limited Duty Officer Program. Upon completion of the Supply Corps Basic Qualifications Course in Athens, Ga. in November 1977, he was assigned as data processing, disbursing and food service officer on *USS Samuel Gompers (AD 37)*. In January 1980, he was transferred to Shore Intermediate Maintenance Activity (SIMA), San Diego, Calif. While assigned at SIMA, he initially served as the material and stock control director, and subsequently became the assistant supply officer.

From July 1983 to October 1985, he served as Supply Officer of the

FISC Norfolk FS & MWR Board

4th of July

Celebration

June 27, 2002
TIME 1130 -1300
Fenced area in front of Y-109

Disc Jockey, Games & Prizes
Hot Dogs, Chips, Sodas

What's Inside?

| | |
|----------------------------------|-----|
| Maintaining customer focus . . . | 2 |
| Hurricane preparedness. | 3 |
| Multi-cultural Picnic photos . . | 4-5 |
| Bravo Zulu. | 8 |



continued on page 6

Focus on customer needs to provide good service



By Capt. Bill Kowba
Commanding Officer, FISC Norfolk
Centerites,

Recently, I was asked to speak at the NAVSUP Marketing Team Conference that was held here in Norfolk. This team consists of representatives from all of the NAVSUP field activities and headquarters. They are committed to developing viable marketing strategies, defining customer relationships, and addressing related matters that ensure we all maintain a solid customer

focus. They have helped bring a sense of structure and purpose to the way we interface with the various commands that come to a FISC for goods and services.

The Marketing Team drafted a very insightful paper that stated that NAVSUP's core service areas fall into three categories: supply chain management (example: fuel operations), integrated support for the warfighter (example: LSC), and quality of service support (example: household goods). The team went on to identify our five principal groups: operating units (example: ships), hardware system commands (example: NAVSEA), operational commands (example: Second Fleet), support commands (example: NAVSTA Norfolk), and consumers (example: individual sailors).

At the Marketing Team Conference, five different speakers briefed the "concerns, needs, and wants" of the these five customer segments. I talked about support commands, a grouping that directly backs our operating forces and provides a shore-based foundation that makes possible their effective deployment. The TYCOM staffs, training com-

mands, the regional commander, local bases, and other activities are in this support element. I found the research and preparation for the brief to be a most beneficial experience and the reason for writing this column. Do we really understand the customer's needs, wants, and concerns? Most of us can take a pretty good guess at what their priorities and hot buttons might be. But do we really focus on them in an effective way? In developing my presentation, I collected input from stakeholders like SURFLANT, Naval Weapons Station Yorktown, Public Works Center Norfolk, and Afloat Training Group Atlantic. There were some common threads. Collectively, they want "stuff on the shelves" when they need it. They are also asking for dependable, reliable supply processes and procedures.

There were other obvious inputs from them that I do not think we consistently factor in to our customer relations management. I want to discuss five points in the following paragraphs. First, it is easy to fall into the trap of telling the customers what they need. We must regularly ask them what they want. We

continued on page 7

Supply Chest

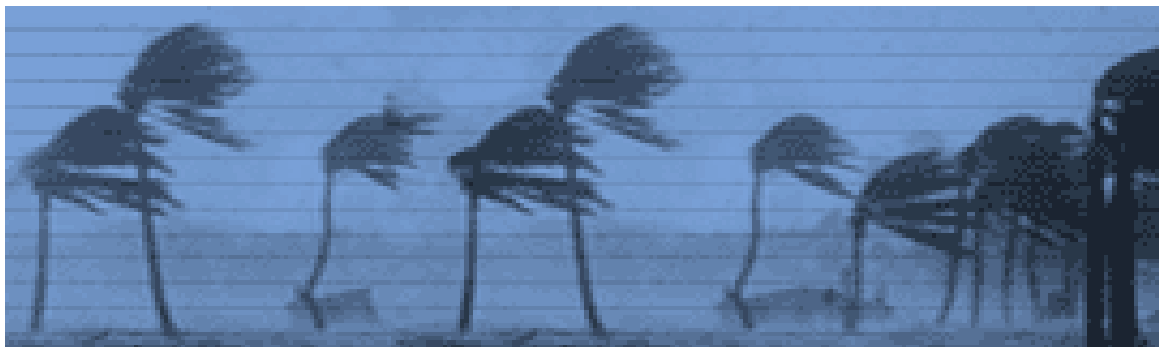
Fleet and Industrial Supply Center
1968 Gilbert Street, Suite 600
Norfolk, Virginia 23511-3392
(757) 443-1013/14

Capt. William A. Kowba, SC, USN, FISC Commanding Officer
Capt. James N. Hagarty, SC, USN, DDNV Commander
Bob Anderson, FISC Public Affairs Officer/Managing Editor
Jim Kohler, Editor
Bill Pointer, Staff Photographer
Steve Craddock, Staff Graphic Illustrator

This appropriated funds newspaper is an authorized publication for military and civilian personnel of the Fleet and Industrial Supply Center (FISC), Norfolk, and the Defense Distribution Depot (DDNV), Norfolk. It is published by the FISC Public Affairs Office, located in building W-143, Naval Station Norfolk. Contents of the Supply Chest are not necessarily the official view of, or endorsement by, the US Navy. The Supply Chest is a bi-weekly publication published in compliance with the provisions of NAVSO P-35. It is a member of the American Forces Press Service and is available on line at www.nor.fisc.navy.mil. Material may be reprinted if proper credit is given. Submit material to the FISC Public Affairs Office, Code 01, or call (757) 443-1014 DSN 646-1014; FAX (757) 443-1015. All material is subject to editing.

Prepare now for possible destructive weather conditions

In a previous edition of the *Supply Chest*, the various conditions and categories of hurricanes were outlined and defined. The following provides personal hurricane preparation information:



- Begin hurricane preparations now by inventorying a survival kit and planning for possible evacuation. Canned foods, dried provisions, utensils, can opener, bottled water, first aid kit, flashlight and battery powered radio with extra batteries, sleeping bags, blankets, pillows, infant needs, and hand tools should all be part of your hurricane survival kit.

- Low lying coastal areas, such as Hampton Roads and northeastern North Carolina, are particularly vulnerable to the wrath and destruction of hurricanes and other severe weather. Water and electricity may be off for several weeks. Banks, stores, gas stations, medical facilities, etc. may also be closed for an extended time. Preparing now to be self sufficient in the event of a disaster can help avoid problems and minimize the danger to you, your family, and your property.

- When a hurricane watch is issued, monitor radio and television reports regularly. Tropical storms and hurricanes change quickly. The media announces possible shelters, identifies high-risk areas and promulgates emergency phone numbers.

Prepare for high winds

- If living in a mobile home, check tie downs and take refuge in a safer place. Mobile homes should not be considered a safe refuge in hurricane force winds.

- Store items indoors that can become airborne in the strong winds and cause injury and damage as deadly missile hazards (garbage cans, lawn furniture, garden equipment, toys, etc.). Items too heavy to move should be tied down. Lower antennas, brace garage doors and board up or close shutters on glass doors and windows.

- Move trailered boats close to the house and fill them with



water for added weight. Secure trailer by anchoring it to the ground, tree or some other stationary object. If boats are in the water, additional mooring lines and bumpers should be added to minimize damage from storm surge.

- If you have been ordered to leave the area, do so immediately. Whether going to a shelter or evacuating the area, ensure your vehicle has a full tank of gas and necessary maps or make prior arrangements to travel with someone else. Protect important papers (drivers license or other identification, cash, insurance papers, birth certificates, shot records, visas, property inventory, etc.) in Ziploc bags and take them with you. Remember medical alert information, prescriptions (refill if necessary), eyeglasses, and hearing aids with extra batteries. Shelters do not allow pets, alcoholic beverages or weapons. Ensure proper arrangements are made for pets. When leaving your home remember to lock windows and doors, and turn off water, gas and electricity.

- If you decide to stay at home, store water in sterilized containers. Fill bathtub and larger containers for cleaning and bathing. Unplug appliances with the exception of the refrigerator; set it on maximum cold and only open when necessary. Seek shelter in an interior room away from doors and windows on the lowest floor level. Do not go outside during the brief calm when the eye of the storm passes over.

- After the hurricane, beware of outdoor hazards such as downed power lines, weakened roads and bridge structures, debris in streets, snakes, insects and displaced wildlife. Ration your emergency food and water supply to ensure you have enough to last for an extended period of time. To guard against possible illness, you should use up your emergency provisions each season. Do not drink or prepare food directly with tap water until health officials indicate it is safe to do so.

Not preparing ahead of time and waiting until just before the storm arrives to react can cause panic, contribute to property damage and possible injury or loss of life.

Despite the heat, FISC/DDNV employees enjoy food, fun



n, and entertainment at annual Multi-Cultural Picnic

*The temperature was hot and so was the action at the 2002 FISC/DDNV Multicultural Picnic. This year's annual gathering at NAB Little Creek's Seal Park featured the usual assortment of great food and a variety of entertainers representing many cultures. But there was also a competitive edge in the air as four teams competed in a special version of the popular game show, *The Weakest Link*. When the dust cleared, the last team standing was the team representing DDNV. Congratulations to them, as well as to everyone who helped make this year's picnic a success.*



NAS Oceana and Dam Neck volunteers “take out” the trash

By LT Justin Debord, SC, USN

What a way to spend a weekend - sand in your toes, sun on your face, and helping to save the environment. That is exactly how 373 volunteers from NAS Oceana and the Dam Neck Annex spent a recent Saturday morning. Three-member teams scoured the beach with yellow plastic bags and data recording sheets in hand as they participated in the 14th annual Clean the Bay Day.

The Chesapeake Bay Foundation has organized the event each year since 1989 to protect wildlife and prevent water pollution. This year, volunteers around the area collected 175,455 pounds of debris from 205 miles of shorelines and riverbanks.

PRC Donna Smith was the coordinator for more than four miles of shoreline that make up the small community of Sandbridge. “We had a tremendous turn out today, collecting over fifty bags of trash, and recording the dirty dozen”, Smith said. The “dirty dozen” are the notorious polluters that are found each year and include the likes of: Filthy FILTER Fred (cigarette butt), Gruely Stanley (Styrofoam), Pos-



Lt. Justin Debord, RSO Oceana, collects trash in Sandbridge during Clean the Bay Day

sum Pete (Plastic), Popa Jack (Paper), FOOD BAG Francis, Crazy Calvin CAN, Bad BOTTLE Bob, Snappy SHARP GLASS, Slim Tim LID, Clancy STYRO CUP, Quick Draw Drinking STRAW, and Loud Louie LUMBER. This year, Filthy FILTER Fred the cigarette butt, led the way as the most common item with over 11,000 collected by Oceana/Dam Neck volunteers. “While the cigarette butts are the most common, plastic is the most dangerous to animals. Entangling and ingestion of plastics kills countless numbers of wildlife each year,” Smith said.

Among the 4,483 pounds of trash collected by NAS Oceana and Dam Neck volunteers are always some unusual items. Shoes and socks, a car hatchback, a credit card, and wheels are just a few picked up by cleaners. “It was a great day and I had the opportunity to bring my kids out, spend time with them, and teach them about being responsible with the environment,” said ATC(AW) Terrie Pickard, NAMTRAU coordinator for the Camp Pendleton area. “This was my third year as a volunteer. It was a family day and a great time,” Pickard said.

Toledo farewell from page 1

Spruance-class guided missile destroyer *USS Chandler (DDG 996)*. Upon completion of his tour as the storage and requirements director of Naval Supply Depot, Subic Bay, Philippines in June 1989, he returned to San Diego. He served on the staff of Commander Naval Surface Force, United States Pacific Fleet (COMNAVSURFPAC). His first assignment was as officer-in-charge, Navy Stock Fund Management Assistance Team. He then became the training and readiness officer for COMNAVSURFPAC SNAP I and II ships.

In March 1993, he reported to Fleet and Industrial Supply Center

(FISC), Norfolk as material requirements director and was subsequently assigned as the director of Customer Operations Department in May 1994. From June 1995 to July 1998, he served as officer-in-charge of FISC Norfolk’s Cheatham Annex. He left the Norfolk area in 1998 to become deputy commander for support services (quality of life) at Naval Supply Systems Command. He served in that job until June 2001. In July 2001, he returned to FISC, Norfolk to be the director of customer operations.

Captain Toledo received a Bachelor of Science Degree (Magna Cum Laude) in Business Administration from National University, San Diego, Calif. and holds a Master Certificate in Project

Management from The George Washington University. Additionally, he is a graduate of the Duke University Business Executive Program.

Captain Toledo’s personal decorations include the Legion of Merit with Gold Star, Meritorious Service Medal, Navy Commendation Medal with three Gold Stars, Navy Achievement Medal with one Gold Star, Good Conduct Medal with two Bronze Stars, Vietnam Service Medal with three Bronze Stars and various service and campaign medals.

He is married to the former Hazel McCluskey of Belfast, Northern Ireland. They have one daughter, Jennifer.

cannot afford to structure services simply to satisfy our internal operating desires. A FISC material processing center (MPC) should not provide the same "vanilla" level of service to a submarine, surface combatant, and aircraft carrier. They are three notably different kinds of ships with supply departments of diverse capability. We must walk in their shoes and appreciate how MPC support best suits each customer subset.

Second, we need to manage the expectations of our customers. This is all about credibility, an essential commodity that a customer service organization like FISC Norfolk can never have too much of. Any entity that over promises and under delivers will disappear sooner or later. Operating in this manner, we will lose the repeat business we need to stay in business. When customers tell us what they need, we must be truthful in responding with what we can provide to them. Perhaps we cannot satisfy their contract award processing requirement of eight days. However, if we commit to a twelve-day time frame and consistently meet it, the relationship will likely be one highlighted by trust and openness.

Third, we should focus on the critical missions that we can perform in a quality, professional way. This is clearly related to the second consideration about not over promising and under delivering. For some time, we have been operating in a fairly austere resource environment. There is usually more competing need than money, people, or skills to cover the need. If we dedicate ourselves to asking the customers what they really want and provide it to them to the best of our resources abilities, customer satisfaction will likely prevail. We must avoid the cycle of "initiative

of the week," one where we continually tinker with a product or service, raise expectations, and then miss them because we cannot afford to sustain a process. We have to regularly ask ourselves what are our core competencies and design and resource them to fit customer desires.

Fourth, we need to communicate, communicate, and communicate with our customers. How often do we exchange information where there is genuine sending and receiving? It is human nature to filter or interpret what we think the customers said about a particular need. It is vitally important that we follow through with communications. By that I mean, we have to periodically go back to customers and confirm that what we thought we heard them say is, in fact, what they said. If we are going to properly manage customer expectations, we need to validate that we are on the same wavelength.

Fifth, we must strategically apply the personal touch in refining our customer focus. In a previous Supply Chest column, I encouraged all of us to selectively set aside the "high tech world" of E-mail and fax machines to communicate with each other. A telephone conversation, or even better yet, a face-to-face meeting with customers is a very powerful and meaningful way of getting to understand needs, wants, and concerns. Electronic surveys do not impress me. They do not provide that two-way exchange of a conversation that allows you to explore issues in great detail. Clearly, we need to pulse our customers for their requirements, satisfy them to the best of our ability, and follow through to ensure we have the right focus.

CAPT Bill Kowba
Commanding Officer

CMDP Participants to Visit FISC Norfolk

On Monday, June 24, participants in the Corporate Management Development Program (CMDP) will arrive to begin their orientation of the functional activities of Fleet & Industrial Supply Center (FISC) Norfolk and supply/logistics partners in the Hampton Roads area. They will leave on Thursday, June 27 with a broader view of the mission of the FISC Norfolk and its supply/logistics partners.

As part of Naval Supply Systems Command's (NAVSUP's) career development program these employees, who have demonstrated high potential for advancement to management positions, have been selected for the NAVSUP CMDP. The objective is to develop a sufficient number of broadly based individuals who thoroughly understand and will support effective NAVSUP mission performance.

Participants in this class represent FISC Pearl Harbor, Hawaii; FISC Puget Sound, Wash.; FISC San Diego, Calif.; FISC Yokosuka, Japan; Fitting Out & Supply Support Assistance Center (FOSSAC); Navy Information Systems Activity (NAVSISA); Naval Ammunition Logistics Center (NALC); Naval Inventory Control Point, Mechanicsburg, Penn. (NAVICP-M); and Naval Supply Systems Command.





PC3(SW/AW) Terry Alexander, Regional Navy Mail Center Norfolk, is congratulated by FISC Norfolk Commanding Officer Capt. Bill Kowba. Alexander is the FISC Norfolk Junor Sailor of the Quarter.



SK1(SW) Aninze Awanna, Logistics Support Center, is congratulated by FISC Commanding Officer Capt. Bill Kowba after he presented her with a Navy and Marine Corps Achievement Medal.



PCCS(SW) Jeffrey Gibbs, Regional Navy Mail Center Norfolk, is congratulated by FISC Norfolk Commanding Officer Capt. Bill Kowba after he was presented with his third Navy and Marine Corps Commendation Medal. Gibbs received the award for his efforts in establishing the Atlantic Fleet Postal Finance Office, and for his role in improving fleet postal programs through assessments and training visits.



SK2(SW) Deeann Butler, SMSD, is congratulated by FISC Norfolk Commanding Officer Capt. Bill Kowba. Butler is the FISC Norfolk Sailor of the Quarter.



Visitors from the East

FISC Norfolk recently hosted eight visitors from FISC Yokosuka. They are visiting stateside NAVSUP activities to see how business practices here compare to those in Japan. Pictured, left to right, are Hiromitsu Ichikawa, freight traffic manager, Hachinohe Fuel Terminal; Lt.j.g. Shannon Walker, director, e-business initiatives, FISC Yokosuka; Myrna Todd, supply system analyst, FISC Yokosuka; Kazuhito Ujiie, fuel distribution worker, FISC Yokosuka Det. Sasebo; Yuki Iwasaki, secretary, Customer Support Department, FISC Yokosuka; Lt.j.g. Atsushi Ando, Japanese Maritime Self Defense Force (JMSDF), FISC/DDYJ Supply Intern; Miles Kaneshiro, activity-based costing, FISC Yokosuka; and Yoshihisa Mimaki, supervisory contract specialist, FISC Yokosuka.